

**STRATEGI PEMASARAN EKSPORT PADA PT. ISKANDAR  
INDAH PRINTING TEXTILE DI SURAKARTA**



Tugas akhir

Diajukan untuk Memenuhi Tugas-Tugas dan Memenuhi Persyaratan

Guna Mencapai Gelar Ahli Madya pada Program Studi D-3

Bisnis Internasional Fakultas Ekonomi

Universitas Sebelas Maret

Surakarta

**Disusun Oleh :**

**Sari Chorifah**

**NIM. F3106053**

**FAKULTAS EKONOMI  
UNIVERSITAS SEBELAS MARET  
SURAKARTA**

**2009**

62-0271-716183 PT. ISKANDAR INDAH PRINTING TEXTILE SOLO



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• WEAVING • PRINTING • DYEING • FINISHING • BATIK •  
**PT. ISKANDAR INDAH PRINTING TEXTILE**

OFFICE : 11 PAKEL STREET SOLO 57143 INDONESIA  
PHONES : (62-271) 716165 HUNTING FAX : (62-271) 716183

# Ocean Bill of Lading

<b>Shipper</b> PT ISKANDAR INDAH PRINTING TEXTILE 11 PAKEL STREET SOLO 57143 INDONESIA PH. NO ( 62-271) 716165 HUNTING FAX ( 62-271) 716183		<b>B/L No.</b> SKA/CAL-MCL00178	
<b>Consignee</b> RASTRIYA BANIJYA BANK		 <b>M.C. LINES</b>	
<b>Notify party</b> QUEST INTERNATIONAL KATHMANDU NEPAL.		RECEIVED in apparent good order and condition, except as otherwise noted the total number of Containers or other packages or units enumerated below for transportation from the place of receipt to the place of delivery subject to the terms detailed on the reverse side of this Bill of Lading. One of the signed bills of lading must be surrendered duly endorsed in exchange for the goods or delivery order. On presentation of this document (duly endorsed) to the Carrier by or on behalf of the Holder, the rights and liabilities arising in accordance with the terms hereof shall (without prejudice to any rule of common law or statute rendering them binding on the Merchant) become binding in all respects between the Carrier and the Holder as though the contract evidenced hereby had been made between them. IN WITNESS whereof the stated number of original bills of lading all of this tenor and date have been signed, one of which being accomplished, the others to be void.	
<b>Pre-carriage by</b> SINAR TIMUR V. 055N	<b>Place of receipt</b> TG.EMAS, SEMARANG, INDONESIA		
<b>Ocean Vessel</b> SINAR SUMBA 042	<b>Voy No.</b> TG.EMAS, SEMARANG, INDONESIA		
<b>Port of discharge</b> CALCUTTA	<b>Place of delivery</b> CALCUTTA	<b>Final destination</b> CALCUTTA	
<b>Owner's mark/Container No. Marks and nos.</b> CONT./SEAL NR.: TOLU 2341158/20' SL 040779  <b>SHIPPING MARKS:</b> QI C/N 1 - 50	<b>Description of goods</b> SAID TO CONTAIN : 50 CARTONS = OF 10000 PCS OF 100 PERCENT COTTON LUNGI AT USD 2.30 PER PIECE TOTAL USD 23,000.00 H.C. NO 62114210 FROM INDONESIA TO CALCUTTA BY SHIP IN TRANSIT TO NEPAL VIA BIRGUNJ  L/C NO. : KTM / T / 36 / 10346 DATED : 9 / 25 / 00  "LCL - LCL" "FREIGHT PREPAID"  SINAR TIMUR V.055N TG. EMAS SEMARANG, INDONESIA  P.T. MEKAR CARGO AS AGENT FOR AND ON BEHALF OF M.C. LINES AS CARRIER		<b>Gross weight</b> kgs G.W.: 2,650.00 KGS  <b>Measurement</b> m³ 6.00 M3  "SHIPPED ON BOARD" OCTOBER 13, 2000
Total No. of Containers or packages (in words) <b>FIFTY CARTONS ONLY</b>			
<b>Freight and charges etc.</b>  FREIGHT PREPAID	Prepaid	Collect	<b>Type of Service</b> CFS-CFS  <b>Number of Original/Bs/L</b> 3 (THREE) ORIGINALS  <b>Freight Payable</b> AT SURAKARTA - INDONESIA  <b>Place and date of issue</b> SURAKARTA, OCTOBER 13, 2000
<b>Delivery to be Effective Through</b> SENTRANS MARITIME PVT LTD 312 'FARDAW', 25A CAMAC STREET CALCUTTA 700 016, INDIA TEL : 91-33-2474586 FAX : 91-33-2479828		 <b>P.T. MEKAR CARGO</b> JAKARTA	
FOR OTHER TERMS AND CONDITIONS SEE REVERSE SIDE		As Agents	

Particulars declared by Shipper

COPY

PT. MEKAR CARGO

## PEMBERITAHUAN EKSPOR BARANG (PEB)




A. Jenis PEB : <input type="checkbox"/> 1. Biasa <input type="checkbox"/> 2. Berkala		Halaman 1 dari .....	
B. Jenis barang ekspor : <input type="checkbox"/> 1. Umum 2. Terkena Pajak Ekspor 3. Yang mendapat fasilitas ekspor/Bapeksta 4. Lainnya <input type="checkbox"/> 1		a. Barang Kiriman; b. Barang Pindahan; c. Barang Diplomatik; d. Barang misi Keagamaan, Kemanusiaan, Olah Raga, Kesenian, Kebudayaan dan Pendidikan; e. Barang Asal Impor di ekspor kembali; f. Barang yang dikirim ke Luar Negeri yang Akan Dimasukkan Kembali ke Daerah Pabean; g. Barang Cendera Mata; h. Barang Contoh; i. Barang Keperluan Penelitian; j. Barang Badan Internasional Berserta Pejabat-pejabatnya.	
C. Cara Perdagangan : <input type="checkbox"/> 1. Biasa <input type="checkbox"/> 2. Imbal Dagang			
D. Cara Pembayaran : LAINYA <input type="checkbox"/> 7			

E. DATA PEMBERITAHUAN		G. DIISI OLEH BEA DAN CUKAI :	
1. Identitas Eksportir : NPWP 1.207.747.5.526		No. & Tgl. Pendaftaran : 0 38 2 58 12 OCT 2000	
2. Nama, Alamat Eksportir : PT. ISKANDAR INDAH PRINTING TEXTILE JL. PAKEL NO.11 SOLO 57143 JAWA TENGAH		Nama Kantor : K.I.B.C TANJUNG EMAS 060100	
3. No & Tgl. SIUP : INDONESIA			
4. Nama, Alamat Penerima/Pembeli : NP QUEST INTERNATIONAL KATHMANDU NEPAL		14. No. Invoice : 025/ISK/OCT/00 Tgl. : 11/10/2000	
		15. No. LPSE : Tgl. :	
		16. Propinsi Asal Barang : JAWA TENGAH 17. Neg. Tujuan : NEPAL	
5. Identitas PPJK : NPWP 1.347.828.4-026		18. Izin Khusus : - Tgl. : SIE : - KARANTINA : - SM/SPM : - Lain-lain : -	
6. Nama, Alamat PPJK : PT. MEGARAMA LESTARINDO RUKO SEMARANG INDAH BLOK E1/17-18 SEMARANG - INDONESIA			
7. No. & Tgl. Surat Izin PPJK : 060100 0083 13/08/98			
8. Cara Pengangkutan : 1. Laut; 2. Kereta Api; 3. Jalan Raya; 4. Udara; 9. Lainnya		9. Perkiraan Tgl. Ekspor : 12-10-2000	
10. Nama Sarana Pengangkut/No. Voy/Flight : SINAR TIMUR V.055		11. Pel. Muat : IDTES TANJUNG EMAS	
12. Pel. Bongkar : NPCAL CALCUTTA, NEPAL		13. Pel. Transit DN : -	
24. Merek dan Nomor Kemasan/No. Pcti Kemasan : TOLU-2341158/20' LCL		25. Jumlah dan Jenis Pengeemas : 50 CARTONS	
		26. Berat Kotor (Kg) : 2.650,00	
		27. Berat bersih (Kg) : 2.575,00	
28. No. : 5510.11.000 100 PERCENT COTTON LUNGI		29. - Pos Tarif/HS : - Uraian Jenis Barang secara lengkap	
		30. - HPE Barang pada tgl. Penerimaan : - PE (% atau lainnya)	
		31. Jumlah & Jenis Satuan : 10,000 PCS	
		32. Nilai FOB : Per Satuan : 2.25411 Jumlah Nilai : 22.541.17	
F. Dengan ini saya menyatakan bertanggung jawab atas kebenaran hal-hal yang diberitahukan dalam dokumen ini SEMARANG Tgl. 12-10-2000 PEMBERITAHU ABDUL JALIL		33. Nilai PE dalam Rupiah	
H. UNTUK PABEAN B.C KANTOR PABEAN II HANGGAR 12 MSP-DIT. JEN. BEA DAN CUKAI Semarang Subijanto NP. 060032835		I. UNTUK Bea dan Cukai/BANK : No. Penerimaan : TELAH DIBAYAR Jen. Pen No. Tanda Pembayaran Tgl. PE Pejabat Penerima Nama/Stempel Instansi ( ..... Nama ..... )	

Lembar Ke - 1 / 2 / 3 untuk Kantor Pabean / BPS / B.I

SETUJUAN  
TGL./JAM 12 OCT 2000

1. Goods consigned from (Export's business name, address, country). PT ISKANDAR INDAH PRINTING TEXTILE 11 PAKEL STREET SOLO 57143 INDONESIA PH.NO (62-271) 716165 HUNTING EAY (62-271) 716183		 MINISTRY OF INDUSTRY AND TRADE OF THE REPUBLIC OF INDONESIA CERTIFICATE OF ORIGIN <b>FORM B</b> Reference No. : 737/SRA/2000		
2. Goods consigned to (Consignee's name, address, country). RASTRIYA BANIJYA BANK		4. For official use.		
3. Means of transport and route (as far as known). Shipped by : SEA From : TG. EMAS, SEMARANG INDONESIA To : CALCUTTA Date of shipment : OCTOBER 13, 2000				
5. Item number.	6. Marks and number of packages	7. Number and kind of packages, description of goods.	8. Gross weight or other quantity	9. Number and date of invoices
	QI C/N 1 - 50	50 CARTONS = OF 10000 PCS OF 100 PERCENT COTTON YARN AT USD 2,30 PER PIECE TOTAL USD 230000.00 H.C. NO 621142 FROM INDONESIA TO CALCUTTA BY SHIP IN TRANSIT TO NEPAL VIA BIRGUNJ L.A. NO. : KTM/T/36/10346 DATED : 09/28/00	G.W. : 2.650,00 KGS N.W. : 2.575,00 KGS	025/ISK/OCT /00 OCTOBER 11, 2000
10. Certification. It is hereby certified, on the basis control carried out, that the goods stated above were produced in Indonesia.				
11. Competent authority (name, full address). Subj. : No. : Date :		Surakarta, October 16, 2000.  (Signature)  (Stamp)		

SERIAL B12 - H N<sup>o</sup> 0562